

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

## Response Transmittal

In re application of: Cannon

Serial No.: 09/814,622

Filed: 03/22/2001

For: **METHOD AND APPARATUS FOR ANALYZING  
DATA AND ADVERTISING OPTIMIZATION**Mail Stop Non-Fee Amendment  
Commissioner of Patents and Trademarks  
P.O. Box 1450  
Alexandria, VA 22313

Sir:

Transmitted herewith for filing in the above-identified Application is a:

1. Response
2. Postcard.

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I hereby certify that this paper is being facsimile transmitted to the Patent and Trademark Office on the date shown below.

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I hereby certify that I am depositing the enclosed or attached correspondence with the United States Postal Service as first class mail in an envelope addressed to Mail Stop Non-Fee Amendment, Commissioner of Patents and Trademarks, Alexandria, VA 22313,

on June 17, 2004

  
Heather Clark**RECEIVED**

JUN 23 2004

Technology Center 2100

☒ No additional fee is required.☐ The fee has been calculated as shown below:

(Col. 1)	(Col. 2)	(Col. 3)
CLAIMS REMAINING AFTER AMENDMENT		HIGHEST NO. PREVIOUSLY PAID FOR
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INDEPENDENT 2	MINUS	6
<input type="checkbox"/> ONE MONTH EXTENSION OF TIME		

(Col. 3)

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x \$43.00=	\$ .00
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Total	\$ .00

☐ A check in the amount of \_\_\_\_\_ to cover fee is enclosed.☒ The Commissioner is hereby authorized to charge payment of the following fees associated with this communication or credit any overpayment to Deposit Account No. 19-0513. A duplicate copy of this sheet is enclosed.☒ Any additional filing fees required under 37 C.F.R. §1.16.☒ Any patent application processing fees under 37 C.F.R. §1.17.

Date: June 17, 2004

Respectfully submitted,

Schmeiser, Olsen & Watts LLP  
18 East University Drive, #101  
Mesa, Arizona 85201  
Tel: (480) 655-0073By   
Kenneth C. Booth  
Registration No.: 42,342



Docket No. CANN-0208

**IN THE UNITED STATES PATENT AND  
TRADEMARK OFFICE**  
*AMENDMENT*

Applicant:	Cannon	Docket No.:	CANN-0208
Serial No.:	09/814,622	Group Art Unit:	2172
Filed:	03/22/2001	Examiner:	Fleurantin, Jean B.
TITLE:	METHOD AND APPARATUS FOR ANALYZING DATA AND ADVERTISING OPTIMIZATION		

Mail Stop Non-Fee Amendment  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

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Sir:

In the Restriction Requirement mailed May 21, 2004, the Examiner stated that the application contains claims directed to three distinct groups of inventions, the first group, claims 12, 14 and 88-95, which are drawn to a computer system for optimizing an advertising schedule for an advertisement message, the computer system comprising: a CPU; a memory coupled to the CPU; a database residing in the memory, the database containing a plurality of audience member data, the plurality of audience member data indicating exposure of each corresponding audience member to at least one of media and advertisements for the message; a database mining engine residing in the memory, classified in class 707, subclass 1; the second group, claims 15-22, 96-100 and 118 which are drawn to a program for providing an advertisement message to a preselected group of potential message recipients, classified in class 705, subclass 14; and the third group, claims 101-117 which are drawn to a program product for calculating a score for an advertisement message to be provided to a preselected group of potential message recipients, classified in class 705,

I HEREBY CERTIFY THAT THE CORRESPONDENCE TO WHICH THIS STATEMENT IS AFFIXED IS BEING DEPOSITED WITH  
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Heather Clark

subclass 10. The Examiner required the applicant to elect a single disclosed Group for prosecution on the merits.

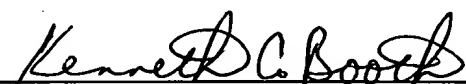
As discussed in a telephone conference on March 29, 2004 between Examiner Fleurantin and Attorney Kenneth C. Booth, Group II was provisionally elected by Applicants for prosecution, which is drawn to a program for providing an advertisement message to a preselected group of potential message recipients, as represented by claims 15-22, 96-100 and 118. Applicants affirm the election of Group II without traverse to speed the prosecution of these claims to allowance.

Applicants request that claims 12, 14, 88-95, and 101-117 be canceled so that applicant may file them for prosecution in a later divisional application.

If any fees, including extension of time fees, are due as a result of this response, please charge Deposit Account No. 19-0513. This authorization is intended to act as a constructive petition for an extension of time, should an extension of time be needed as a result of this response. The examiner is invited to telephone the undersigned if this would in any way advance the prosecution of this case.

Respectfully submitted,

Date: June 17, 2004

By   
Kenneth C. Booth  
Reg. No. 42,342

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